

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: <b>GOULD, Alan D.</b>	Docket No.: 50442.010200 Confirmation No.: 9535
Serial No.: 09/917,792	Art Unit: 3622
Filing Date: July 31, 2001	Examiner: ALVAREZ, Raquel
Title: COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING	

**RESPONSE UNDER 37 CFR §1.111**

Commissioner for Patents  
P.O. Box 1450  
**Mail Stop Amendment**  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action in the referenced application, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.